

City of Greeley, Colorado
CITY COUNCIL WORK SESSION REPORT
February 27, 2023

1. Call to Order

Mayor John Gates called the meeting to order at 6:00 p.m. in the City Council Chambers at 1001 11th Ave, Greeley, Colorado, with hybrid participation available via the City's Zoom platform.

2. Pledge of Allegiance

Mayor Gates led the Pledge of Allegiance.

3. Roll Call

City Clerk Heidi Leatherwood called the roll.

The following members of Council were present:

Councilmember Tommy Butler

Councilmember Deb DeBoutez

Mayor Pro Tem Dale Hall

Councilmember Johnny Olson

Councilmember Melissa McDonald

Mayor John Gates

Councilmember Brett Payton – Excused

4. Reports from Mayor and Council Members

Mayor Pro Tem Dale Hall provided a report on the community meeting to discuss West Greeley growth. Councilmember Olson joined Mayor Pro Tem and 80-90 participants for this well received event.

Mayor Pro Tem Dale Hall provided a report on his presentation to tenth-grade students of three Civics classes at Day Spring School. The students were engaged and welcoming.

Councilmember Olson noted that the number one topic discussed at the West Greeley meeting was transportation. He also reported that the North Front Range will have an agenda item on grants and contracts with the Department of Transportation (DOT).

Councilmember McDonald attended the Police Award Ceremony and expressed her appreciation for the department.

Mayor Gates provided a reminder that the State of the City address will be Thursday, February 29th and encouraged attendance.

5. Leadership Roadmap

Chief of Staff Kelli Johnson introduced the item at 6:07 p.m. Assistant City Manager Blair Snow and Chief Information Officer Bret Naber co-presented.

The last 24 months have been intentionally focused on evolving and developing a culture that supports being a high-performing organization. Greeley has been driven to elevate organizational effectiveness and efficiencies through thoughtful and transformational leadership.

Ms. Johnson shared the evolution of the City's "Leadership Roadmap." The roadmap serves as a commitment to the organization, a measurement of accountability, and a blueprint for this leadership's vision and path toward becoming a high-performing organization.

6. Customer Experience Initiative

Assistant City Manager Blair Snow Director introduced the item at 6:21 p.m.

The City of Greeley is placing a significant emphasis on prioritizing the customer experience within the organization.

Ms. Snow introduced an initiative focused on enhancing customer experiences within the City of Greeley, to improve satisfaction and engagement for all stakeholders.

Mayor Gates shared his appreciation for the emphasis on customer experience. Mayor Pro Tem Hall expressed the importance of customer service and eagerness for this effort.

Councilmember DeBoutez concurred and shared the importance of customer service and provided a few examples of City staff that exemplify exceptional customer service: Jerry Pickett in Public Works, Brian Sullivan in IT, and Eric Bloomer in CPR.

Councilmember McDonald shared some suggestions and feedback for customer service training such as surveys and peer-to-peer training with senior staff members.

7. Customer Experience 311

IT Director Bret Naber introduced the item at 7:45 p.m.

The City of Greeley IT Department began researching options for a 311 solution to help meet needs requested by the organization. The solution includes processes for the intake of requests from citizens and employees for asset management, actions, and information.

Goals and Vision for the 311 Project:

- Automate and Digitize Service Request
- Improve Communications - Residents to City & City to Residents

- Efficiently Manage Processes - Transparent Pane of Work
- Create a Better Experience - Improved Customer Service
- Define & Display Improvement - KPI View & Understanding

Mayor Pro Tem Hall asked for clarification on automated responses. Mr. Naber explained that the responses will depend on the type of service requested. Ms. Johnson noted the first phase is the online web portal, the second phase is mobile application. Communication will be sent out to the community as the project progresses.

Councilmember McDonald inquired about the possibility of a chat feature available on the website or the mobile app. Mr. Naber summarized discussions related to chatbots and artificial intelligence (AI) options and will continue to explore. Councilmember McDonald shared some suggestions for tiered responses and data collection.

Councilmember Butler asked for clarification on staffing required for the 311 service. Ms. Johnson explained that staff is exploring the need and how expensive it is. Councilmember Butler suggested automating processes for programs such as Share the Shade, Food Tax and Utility Rebate.

Councilmember DeBoutez asked about people in the community who do not have the ability or access to use technology. Ms. Snow added that this is an area of focus, and effort will be made to make it easier for citizens to connect to the right department by calling just one place.

8. DDA Sales Tax Agreement Amendment

Economic Development Director John Hall introduced the item at 6:53 p.m. Executive Director of the Greeley Downtown Development Authority Bianca Fisher joined Mr. Hall and was available for questions.

Mr. Hall presented some history of the Downtown Development Authority (DDA) Voluntary Sales Tax Agreement and proposed an amendment to be considered for approval at the March 5, 2024, City Council meeting.

The DDA was established in 1998. An accompanying DDA “Plan of Development” was approved by the Council in 2002 forming the Tax Increment Financing District (TIF). In conjunction with the TIF a companion sales tax incentive agreement was also approved by the Council (“Agreement for Voluntary Allocation of Sales Tax”). Due to fluctuations in sales tax, the City opted to provide annual financial support to augment the general operating budget of the DDA.

The existing language of the agreement makes it difficult to forecast the annual amount for the DDA. Mr. Hall proposed simplifying the calculation that determines the amount the DDA will receive from the City each year. The change will amend the agreement to include annual support to the DDA in an amount equal to 10% of the aggregate annual sales tax revenue generated within the entire DDA district in the prior year, not to exceed \$250,000 in any given year or less than \$50,000.

Councilmember Hall inquired about the \$250,000 ceiling. Mr. Hall shared that other communities fund their DDAs at a higher amount. Deputy City Manager Don Tripp added that it is an ongoing process, right now developing accountability around reporting and spending with long-term plans. Ms. Fischer emphasized the work of the DDA focus on three areas: economy, environment, and experience.

Mr. Hall noted how the DDA reports back to council. Currently staff and two council members attend monthly DDA board meetings, in which a written report is provided and the Executive Director reports on the activities of the DDA. Mr. Hall suggested that the DDA Executive Director could provide periodic updates to Council.

Council consensus was to move the item forward.

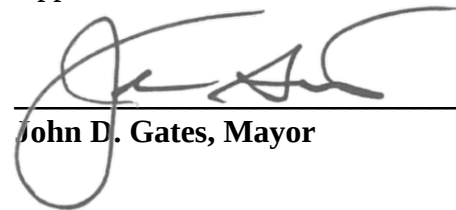
9. Scheduling of Meetings, Other Events

None.

10. Adjournment

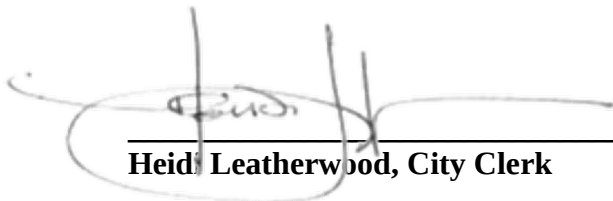
Mayor Gates adjourned the meeting at 7:04 PM

Approved:



John D. Gates, Mayor

Attest:



Heidi Leatherwood, City Clerk